C L A I M S

The following is a detailed listing of all claims that are, or were, in the application. A status identifier is provided for every claim and the current text of every claim is presented, unless the claim has been cancelled or withdrawn. Current amendments to the claims are expressed in the detailed listing by strikethrough (for deleted matter) or underlining (for added matter).

1.   (Currently Amended) A method for enabling a purchase of a product or service, comprising:

   receiving, from a customer, an indication of at least one of a product category including at least two products or a service category including at least two services;

   selecting, for the customer, one of said at least two products or said at least two services;

   providing an indication of said selected one of said at least two products or said at least two services; and

   arranging for a benefit to be provided based on a purchase of said selected one of said at least two products or said at least two services.

2.   (Original)   The method of claim 1, wherein said indication of said selected one of said at least two products or said at least two services is provided to at least one of the following:

   a customer;

   a customer device;

   a retailer;

   a retailer device;

   a seller;

   a seller device; or

   a controller.

3.   (Original)   The method of claim 1, wherein said indication of said selected one of said at least two products or said at least two services is provided by at least one of the following:

        a customer;

        a customer device;

        a retailer;

        a retailer device;

        a seller;

        a seller device; or

        a controller.

4.   (Original)   The method of claim 1, wherein said indication of a product category including at least two products or a service category including at least two services is received by at least one of the following:

        a customer;

        a customer device;

        a retailer;

        a retailer device;

        a seller;

        a seller device; or

        a controller.

5.   (Original)   The method of claim 1, wherein said indication of a product category including at least two products or a service category including at least two services is received from at least one of the following:

        a customer;

        a customer device;

        a retailer;

        a retailer device;

        a seller;

        a seller device; or

        a controller.

6. (Original) The method of claim 1, wherein said selecting one of said at least two products or said at least two services is completed by at least one of the following:

a customer;

a customer device;

a retailer;

a retailer device;

a seller;

a seller device; or

a controller.

7. (Original) The method of claim 1, further comprising:

providing an indication of said benefit.

8. (Original) The method of claim 7, wherein said indication of said benefit is provided to at least one of the following:

a customer;

a customer device;

a retailer;

a retailer device;

a seller;

a seller device; or

a controller.

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9.   (Original)   The method of claim 7, wherein said indication of said benefit is provided by at least one of the following:

> a customer;
>
> a customer device;
>
> a retailer;
>
> a retailer device;
>
> a seller;
>
> a seller device; or
>
> a controller.

10.   (Original)   The method of claim 1, further comprising:

> receiving an indication of a purchase of said selected one of said at least two products or said at least two services.

11.   (Original)   The method of claim 10, wherein said indication of a purchase is received from at least one of the following:

> a customer;
>
> a customer device;
>
> a retailer;
>
> a retailer device;
>
> a seller;
>
> a seller device; or
>
> a controller.

12. (Original)   The method of claim 10, wherein said indication of a purchase is received by at least one of the following:

        a customer;

        a customer device;

        a retailer;

        a retailer device;

        a seller;

        a seller device; or

        a controller.

13. (Currently Amended) The method of claim 1, further comprising at least one of the following:

        receiving a customer identifier;

        determining a customer identifier; and

        determining a payment identifier;.

14. (Original)   The method of claim 1, further comprising:

        receiving a payment identifier.

15. (Original)   The method of claim 14, wherein said payment identifier is a customer identifier.

16. (Original)   The method of claim 1, further comprising:

        imposing a penalty if said selected one of said at least two products or said at least two services is not purchased.

17. (Original)   The method of claim 1, further comprising:

        receiving an indication of a retailer category, said retailer category including at least two retailers.

18.   (Original)   The method of claim 17, further comprising:

   selecting one of said at least two retailers; and

   providing an indication of said selected one of said at least two retailers.

19.   (Original)   The method of claim 18, further comprising:

   determining if said selected one of said at least two products or said at least two services has been purchased at said selected one of said at least two retailers.

20.   (Original)   The method of claim 19, wherein said providing an indication of a benefit occurs only if said selected one of said at least two products or at least two services has been purchased at said selected one of said at least two retailers.

21.   (Original)   The method of claim 1, further comprising:

   providing a benefit based on a purchase of said selected one of said at least two products or said at least two services.

22.   (Original)   The method of claim 1, further comprising:

   providing an indication of a penalty if said selected one of said at least two products or at least two services is not purchased.

23.   (Original)   The method of claim 1, further comprising:

   arranging for a penalty to be imposed if said selected one of said at least two products or said at least two services is not purchased.

24.   (Original)   The method of claim 1, further comprising at least one of the following:

   providing a list of at least one product category; and

   providing a list of at least one service category.

25.   (Original)   The method of claim 1, further comprising:

   providing an indication of a price for said selected one of said at least two products or at least two services.

26. (Original)   The method of claim 1, further comprising:

determining a price for said selected one of said at least two products or at least

two services.

27. (Original)   The method of claim 1, further comprising:

determining a condition of purchase for said selected one of said at least two

products or at least two services.

28. (Original)   The method of claim 27, further comprising:

providing an indication of said condition of purchase of said selected one of said

at least two products or at least two services.

29. (Previously Presented)   A method for enabling a purchase of a product or service,

comprising:

receiving an indication of at least one of a product category including at least two

products or a service category including at least two services;

selecting one of said at least two products or said at least two services;

providing an indication of said selected one of said at least two products or said at

least two services; and

providing an indication of a benefit based on a purchase of said selected one of

said at least two products or said at least two services.

30. (Original)   The method of claim 29, wherein said indication of said selected one of

said at least two products or said at least two services is provided to at least one of the following:

a customer;

a customer device;

a retailer;

a retailer device;

a seller;

a seller device; or

a controller.

31. (Original)   The method of claim 29, wherein said indication of said selected one of said at least two products or said at least two services is provided by at least one of the following:

        a customer;

        a customer device;

        a retailer;

        a retailer device;

        a seller;

        a seller device; or

        a controller.

32.   (Original)   The method of claim 29, wherein said indication of a product category including at least two products or a service category including at least two services is received by at least one of the following:

        a customer;

        a customer device;

        a retailer;

        a retailer device;

        a seller;

        a seller device; or

        a controller.

33.   (Original)   The method of claim 29, wherein said indication of a product category including at least two products or a service category including at least two services is received from at least one of the following:

a customer;

a customer device;

a retailer;

a retailer device;

a seller;

a seller device; or

a controller.

34.   (Original)   The method of claim 29, wherein said selecting one of said at least two products or said at least two services is completed by at least one of the following:

a customer;

a customer device;

a retailer;

a retailer device;

a seller;

a seller device; or

a controller.

35.   (Original)   The method of claim 29, wherein said indication of a benefit is provided to at least one of the following:

a customer;

a customer device;

a retailer;

a retailer device;

a seller;

a seller device; or

a controller.

36.   (Original)   The method of claim 29, wherein said indication of a benefit is provided by at least one of the following:

    a customer;

    a customer device;

    a retailer;

    a retailer device;

    a seller;

    a seller device; or

    a controller.

37.   (Currently Amended) A method for enabling a purchase of a product or service, comprising:

    receiving, from a customer, an indication at least one of a product category including at least two products or a service category including at least two services;

    selecting, for the customer, one of said at least two products or said at least two services;

    providing an indication of said selected one of said at least two products or said at least two services;

    determining if said selected one of said at least two products or said at least two services has been purchased; and

    providing an indication of a benefit if said selected one of said at least two products or said at least two services has been purchased.

38.   (Currently Amended) A method for enabling a purchase of a product or service, comprising:

receiving, from a customer, an indication of at least one of a product category including at least two products or a service category including at least two services;

selecting, for the customer, one of said at least two products or said at least two services;

providing an indication of said selected one of said at least two products or said at least two services;

determining if said selected one of said at least two products or said at least two services has been purchased; and

arranging for a benefit to be provided based on a purchase of said selected one of said at least two products or said at least two services.

39.   (Currently Amended) A method for enabling a purchase of a product, comprising:

receiving, from a customer, an indication of a product category, said product category including at least two products;

selecting, for the customer, one of said at least two products;

providing an indication of said selected one of said at least two products; and

providing an indication of a benefit based on a purchase of said selected one of said at least two products.

40.   (Currently Amended) A method for enabling a purchase of a product, comprising:

receiving, from a customer, an indication of a product category, said product category including at least two products;

selecting, for the customer, one of said at least two products;

providing an indication of said selected one of said at least two products;

determining if said selected one of said at least two products has been purchased; and

providing an indication of a benefit if said selected one of said at least two products has been purchased.

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41.   (Currently Amended) A method for enabling a purchase of a service, comprising:

receiving, from a customer, an indication of a service category, said service category including at least two services;

selecting, for the customer, one of said at least two services;

providing an indication of said selected one of said at least two services; and

providing an indication of a benefit if said selected one of said at least two products has been purchased.

42.   (Currently Amended) A method for enabling a purchase of a service, comprising:

receiving, from a customer, an indication of a service category, said service category including at least two services;

selecting, for the customer, one of said at least two services;

providing an indication of said selected one of said at least two services;

determining if said selected one of said at least two services has been purchased; and

providing an indication of a benefit if said selected one of said at least two services has been purchased.

43.   (Currently Amended) A method for enabling a purchase of a product or service, comprising:

receiving, from a customer, an indication of a retailer category, said retailer category including at least two retailers;

selecting, for the customer, one of said at least two retailers;

providing an indication of said selected one of said at least two retailers;

determining if a product or service has been purchased at said selected one of said at least two retailers; and

providing an indication of a benefit if a product or service has been purchased at said selected one of said at least two retailers.

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44. (Original)   The method of claim 43, further comprising:

providing an indication of said selected one of said at least two retailers.

45. (Original)   The method of claim 43, further comprising:

receiving an indication of a purchase of a product or service at said selected one of said at least two retailers.

46. (Original)   The method of claim 43, further comprising:

receiving a customer identifier.

47. (Original)   The method of claim 43, further comprising:

receiving a payment identifier.

48. (Original)   The method of claim 43, further comprising:

imposing a penalty if no purchase of a product or service is made at said selected one of said at least two retailers.

49. (Original)   The method of claim 43, further comprising:

receiving an indication of a product category, said product category including at least two products.

50. (Original)   The method of claim 49, further comprising:

selecting one of said at least two products; and

providing an indication of said selected one of said at least two products.

51. (Original)   The method of claim 50, wherein said providing an indication of a benefit occurs only if said selected one of said at least two products has been purchased at said selected one of at least two said retailers.

52. (Original)   The method of claim 49, further comprising:

providing a benefit based on a purchase of a product or service at said selected one of said at least two retailers.

53. (Original)   The method of claim 49, further comprising:

arranging for a benefit to be provided based on a purchase of a product or service at said selected one of said at least two retailers.

54. (Currently Amended) A method for enabling a purchase of a product or service, comprising:

receiving, from a customer, an indication of a retailer category including at least two retailers;

selecting, for the customer, one of said at least two retailers;

providing an indication of said selected one of said at least two retailer;

receiving an indication that a product or service has been purchased at said selected one of said at least two retailers; and

providing an indication of a benefit if a product of service has been purchased at said selected one of said at least two retailers.

55. (Currently Amended) A method for enabling a purchase of a product, comprising:

receiving, from a customer, an indication of a product category, said product category including at least two products;

selecting, for the customer, one of said at least two products;

providing an indication of said selected one of said at least two products; and

arranging to provide a benefit based on a purchase of said selected one of said at least two products.

56.   (Currently Amended) A method for enabling a purchase of a product, comprising:

receiving, from a customer, an indication of a product category, said product category including at least two products;

selecting, for the customer, one of said at least two products;

providing an indication of said selected one of said at least two products;

determining if said selected one of said at least two products has been purchased; and

arranging to provide a benefit if said selected one of said at least two products has been purchased.

57.   (Currently Amended) A method for enabling a purchase of a service, comprising:

receiving, from a customer, an indication of a service category, said service category including at least two services;

selecting, for the customer, one of said at least two services;

providing an indication of said selected one of said at least two services; and

arranging to provide a benefit based on a purchase of said selected one of said at least two services.

58.   (Currently Amended) A method for enabling a purchase of a service, comprising:

receiving, from a customer, an indication of a service category, said service category including at least two services;

selecting, for the customer, one of said at least two services;

providing an indication of said selected one of said at least two services;

determining if said selected one of said at least two services has been purchased; and

arranging to provide a benefit if said selected one of said at least two services has been purchased.

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59. (Currently Amended) A method for enabling a purchase of a product or service, comprising:

    receiving, from a customer, an indication of a retailer category including at least two retailers;

    selecting, for the customer, one of said at least two retailers;

    providing an indication of said selected one of said at least two retailer;

    determining if a product or service has been purchased at said selected one of said at least two retailers; and

    arranging to provide a benefit if a product of service has been purchased at said selected one of said at least two retailers.

60. (Currently Amended) A method for enabling a purchase of a product or service, comprising:

    receiving, from a customer, an indication of a retailer category including at least two retailers;

    selecting, for the customer, one of said at least two retailers;

    providing an indication of said selected one of said at least two retailer;

    receiving an indication that a product or service has been purchased at said selected one of said at least two retailers; and

    arranging to provide a benefit if a product of service has been purchased at said selected one of said at least two retailers.

61. (Currently Amended) A method for enabling a purchase of a product, comprising:

    receiving, from a customer, an indication of a product category, said product category including at least two products;

    selecting, for the customer, one of said at least two products;

    providing an indication of said selected one of said at least two products; and

    providing a benefit based on a purchase of said selected one of said at least two products.

62.   (Currently Amended) A method for enabling a purchase of a product, comprising:

receiving, from a customer, an indication of a product category, said product category including at least two products;

selecting, for the customer, one of said at least two products;

providing an indication of said selected one of said at least two products;

determining if said selected one of said at least two products has been purchased; and

providing a benefit if said selected one of said at least two products has been purchased.

63.   (Currently Amended) A method for enabling a purchase of a service, comprising:

receiving, from a customer, an indication of a service category, said service category including at least two services;

selecting, for the customer, one of said at least two services;

providing an indication of said selected one of said at least two services; and

providing a benefit based on a purchase of said selected one of said at least two services.

64.   (Currently Amended) A method for enabling a purchase of a service, comprising:

receiving, from a customer, an indication of a service category, said service category including at least two services;

selecting, for the customer, one of said at least two services;

providing an indication of said selected one of said at least two services;

determining if said selected one of said at least two services has been purchased; and

providing a benefit if said selected one of said at least two services has been purchased.

65.   (Currently Amended) A method for purchasing a product, comprising:

       providing, by a customer an indication of a product category, said product category including at least two products;

       receiving, by the customer, an indication of a selected one of said at least two products; and

       receiving a benefit based on a purchase of said selected one of said at least two products.

66.   (Currently Amended) A method for purchasing a product, comprising:

       providing, by a customer, an indication of a product category, said product category including at least two products;

       receiving, by a customer, an indication of a selected one of said at least two products; and

       receiving an indication of a benefit if said selected one of said at least two products has been purchased.

67.   (Currently Amended) A method for purchasing a service, comprising:

       providing, by a customer, an indication of a service category, said service category including at least two services;

       receiving, by a customer, an indication of a selected one of said at least two services; and

       receiving a benefit based on a purchase of said selected one of said at least two services.

68.　(Currently Amended) A method for purchasing a service, comprising:

　　　providing, by a customer, an indication of a service category, said service category including at least two services;

　　　receiving, by a customer, an indication of a selected one of said at least two services; and

　　　receiving an indication of a benefit if said selected one of said at least two services has been purchased.

69.　(Currently Amended) A system for selling a product or service, comprising:

　　　a memory;

　　　a communication port; and

　　　a processor connected to said memory and said communication port, said processor being operative to:

　　　receive, from a customer, an indication of at least one of a product category including at least two products or a service category including at least two services;

　　　select, for the customer, one of said at least two products or said at least two services;

　　　provide an indication of said selected one of said at least two products or said at least two services; and

　　　arrange for a benefit to be provided based on a purchase of said selected one of said at least two products or said at least two services.

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70.   (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, at least one indication of at least one of a product category including at least two products or a service category including at least two services;

computer readable means for choosing, for the customer, one of said at least two products or said at least two services;

computer readable means for generating an indication of said selected one of said at least two products or said at least two services; and

computer readable means for arranging for at least one benefit to be provided based on a purchase of said selected one of said at least two products or said at least two services.

71.   (Currently Amended) An apparatus for selling a product or service, comprising:

means for receiving, from a customer, an indication of at least one of a product category including at least two products or a service category including at least two services;

means for choosing, for the customer, one of said at least two products or said at least two services;

means for generating an indication of said selected one of said at least two products or said at least two services; and

means for arranging for at least one benefit to be provided based on a purchase of said selected one of said at least two products or said at least two services.

72. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of at least one of a product category including at least two products or a service category including at least two services;

select, for the customer, one of said at least two products or said at least two services;

provide an indication of said selected one of said at least two products or said at least two services; and

arrange for a benefit to be provided based on a purchase of said selected one of said at least two products or said at least two services.

73. (Currently Amended) A system for selling a product or service, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive, from a customer, an indication of at least one of a product category including at least two products or a service category including at least two services;

select, for the customer, one of said at least two products or said at least two services;

provide an indication of said selected one of said at least two products or said at least two services; and

provide an indication of a benefit based on a purchase of said selected one of said at least two products or said at least two services.

74. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, at least one indication of a product category including at least two products or a service category including at least two services;

computer readable means for choosing, for the customer, one of said at least two products or said at least two services;

computer readable means for generating an indication of said selected one of said at least two products or said at least two services; and

computer readable means for providing an indication of at least one benefit based on a purchase of said selected one of said at least two products or said at least two services.

75. (Currently Amended) An apparatus for selling a product or service, comprising:

means for receiving, from a customer, at least one indication of at least one of a product category including at least two products or a service category including at least two services;

means for choosing, for the customer, one of said at least two products or said at least two services;

means for transmitting an indication of said selected one of said at least two products or said at least two services; and

means for transmitting an indication of a benefit based on a purchase of said selected one of said at least two products or said at least two services.

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76.   (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of at least one of a product category including at least two products or a service category including at least two services;

select, for the customer, one of said at least two products or said at least two services;

provide an indication of said selected one of said at least two products or said at least two services; and

provide an indication of a benefit based on a purchase of said selected one of said at least two products or said at least two services.

77.   (Currently Amended) A system for selling a product or service, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive, from a customer, an indication of at least one of a product category including at least two products or a service category including at least two services;

select, for the customer, one of said at least two products or said at least two services;

provide an indication of said selected one of said at least two products or said at least two services;

determine if said selected one of said at least two products or said at least two services has been purchased; and

arrange for a benefit to be provided based on a purchase of said selected one of said at least two products or said at least two services.

78. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, at least one indication of at least one of a product category including at least two products or a service category including at least two services;

computer readable means for choosing, for the customer, one of said at least two products or said at least two services;

computer readable means for transmitting an indication of said selected one of said at least two products or said at least two services;

computer readable means for determining if said selected one of said at least two products or said at least two services has been purchased; and

computer readable means for arranging for at least one benefit to be provided based on a purchase of said selected one of said at least two products or said at least two services.

79. (Currently Amended) An apparatus for selling a product or service, comprising:

means for receiving, from a customer, at least one indication of at least one of a product category including at least two products or a service category including at least two services;

means for choosing, for the customer, one of said at least two products or said at least two services;

means for transmitting an indication of said selected one of said at least two products or said at least two services;

means for determining if said selected one of said at least two products or said at least two services has been purchased; and

means for arranging for at least one benefit to be provided based on a purchase of said selected one of said at least two products or said at least two services.

80. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of at least one of a product category including at least two products or a service category including at least two services;

select, for the customer, one of said at least two products or said at least two services;

provide an indication of said selected one of said at least two products or said at least two services;

determine if said selected one of said at least two products or said at least two services has been purchased; and

arrange for a benefit to be provided based on a purchase of said selected one of said at least two products or said at least two services.

81. (Currently Amended) A system for selling a product or service, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive, from a customer, an indication of a at least one of a product category including at least two products or a service category including at least two services;

select, for the customer, one of said at least two products or said at least two services;

~~providing~~ provide an indication of said selected one of said at least two products or said at least two services;

determine if said selected one of said at least two products or said at least two services has been purchased; and

provide an indication of a benefit if said selected one of said at least two products or said at least two services has been purchased.

82.   (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, at least one indication of at least one of a product category including at least two products or a service category including at least two services;

computer readable means for choosing, for the customer, one of said at least two products or said at least two services;

computer readable means for transmitting an indication of said selected one of said at least two products or said at least two services;

computer readable means for determining if said selected one of said at least two products or said at least two services has been purchased; and

computer readable means for transmitting an indication of a benefit if said selected one of said at least two products or said at least two services has been purchased.

83.   (Currently Amended) An apparatus for selling a product or service, comprising:

means for receiving, from a customer, at least one indication of at least one of a product category including at least two products or a service category including at least two services;

means for choosing, for the customer, one of said at least two products or said at least two services;

means for transmitting an indication of said selected one of said at least two products or said at least two services;

means for determining if said selected one of said at least two products or said at least two services has been purchased; and

means for transmitting an indication of at least one benefit if said selected one of said at least two products or said at least two services has been purchased.

84. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of at least one of a product category including at least two products or a service category including at least two services;

select, for the customer, one of said at least two products or said at least two services;

provide an indication of said selected one of said at least two products or said at least two services;

determine if said selected one of said at least two products or said at least two services has been purchased; and

provide an indication of a benefit if said selected one of said at least two products or said at least two services has been purchased.

85. (Currently Amended) A system for selling a product or service, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive, from a customer, an indication of a retailer category including at least two retailers;

select, for the customer, one of said at least two retailers;

provide an indication of said selected one of said at least two retailer;

determine if a product or service has been purchased at said selected one of said at least two retailers; and

arrange to provide at least one benefit if a product of service has been purchased at said selected one of said at least two retailers.

86.   (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, at least one indication of a retailer category including at least two retailers;

computer readable means for choosing, for the customer, one of said at least two retailers;

computer readable means for transmitting an indication of said selected one of said at least two retailer;

computer readable means for determining if a product or service has been purchased at said selected one of said at least two retailers; and

computer readable means for arranging to provide at least one benefit if a product of service has been purchased at said selected one of said at least two retailers.

87.   (Currently Amended) An apparatus for selling a product or service, comprising:

means for receiving, from a customer, at least one indication of a retailer category including at least two retailers;

means for choosing, for the customer, one of said at least two retailers;

means for transmitting an indication of said selected one of said at least two retailer;

means for determining if a product or service has been purchased at said selected one of said at least two retailers; and

means for arranging to provide at least one benefit if a product of service has been purchased at said selected one of said at least two retailers.

88.   (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of a retailer category including at least two retailers;

select, for the customer, one of said at least two retailers;

provide an indication of said selected one of said at least two retailer;

determine if a product or service has been purchased at said selected one of said at least two retailers; and

arrange to provide a benefit if a product of service has been purchased at said selected one of said at least two retailers.

89.   (Currently Amended) A system for selling a product or service, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive, from a customer, an indication of a retailer category including at least two retailers;

select, for the customer, one of said at least two retailers;

provide an indication of said selected one of said at least two retailer;

receive an indication that a product or service has been purchased at said selected one of said at least two retailers; and

arrange to provide a benefit if a product of service has been purchased at said selected one of said at least two retailers.

90.   (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, at least one indication of a retailer category including at least two retailers;

computer readable means for choosing, for the customer, one of said at least two retailers;

computer readable means providing an indication of said selected one of said at least two retailer;

computer readable means for receiving at least one indication that a product or service has been purchased at said selected one of said at least two retailers; and

computer readable means for arranging to provide at least one benefit if a product of service has been purchased at said selected one of said at least two retailers.

91.   (Currently Amended) An apparatus for selling a product or service, comprising:

means for receiving, from a customer, an indication of a retailer category including at least two retailers;

means for choosing, for the customer, one of said at least two retailers;

means for transmitting an indication of said selected one of said at least two retailer;

means for receiving an indication that a product or service has been purchased at said selected one of said at least two retailers; and

means for arranging to provide at least one benefit if a product of service has been purchased at said selected one of said at least two retailers.

92.   (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of a retailer category including at least two retailers;

select, for the customer, one of said at least two retailers;

provide an indication of said selected one of said at least two retailer;

receive an indication that a product or service has been purchased at said selected one of said at least two retailers; and

arrange to provide a benefit if a product of service has been purchased at said selected one of said at least two retailers.

93.   (Currently Amended) A system for selling a product or service, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive, from a customer, an indication of a retailer category including at least two retailers;

select, for the customer, one of said at least two retailers;

provide an indication of said selected one of said at least two retailer;

receive an indication that a product or service has been purchased at said selected one of said at least two retailers; and

provide an indication of a benefit if a product of service has been purchased at said selected one of said at least two retailers.

94.   (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, at least one indication of a retailer category including at least two retailers;

computer readable means for choosing, for a customer, one of said at least two retailers;

computer readable means for transmitting an indication of said selected one of said at least two retailer;

computer readable means for receiving an indication that a product or service has been purchased at said selected one of said at least two retailers; and

computer readable means for transmitting an indication of a benefit if a product of service has been purchased at said selected one of said at least two retailers.

95.   (Currently Amended) An apparatus for selling a product or service, comprising:

means for receiving, from a customer, an indication of a retailer category including at least two retailers;

means for choosing, for a customer, one of said at least two retailers;

means for transmitting an indication of said selected one of said at least two retailer;

means for receiving an indication that a product or service has been purchased at said selected one of said at least two retailers; and

means for transmitting an indication of a benefit if a product of service has been purchased at said selected one of said at least two retailers.

96.   (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of a retailer category including at least two retailers;

select, for the customer, one of said at least two retailers;

provide an indication of said selected one of said at least two retailer;

receive an indication that a product or service has been purchased at said selected one of said at least two retailers; and

provide an indication of a benefit if a product of service has been purchased at said selected one of said at least two retailers.

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